



# Media Advisory

## **Eva Longoria Parker to Accept \$200,000 Donation From AT&T Benefiting PADRES Contra El Cáncer**

*AT&T's Three-Year Campaign Has Raised Approximately \$700,000 to Support Young Cancer Patients and Their Families*

**WHAT:** PADRES Contra El Cáncer (PADRES), a nonprofit organization committed to improving the quality of life for Latino children with cancer and their families, along with its national spokeswoman, actress Eva Longoria Parker of ABC's "Desperate Housewives," will accept a \$200,000 check from AT&T.

The donation is the result of AT&T's third annual campaign, which consisted of a fundraising effort to increase awareness of childhood cancer and collect donations from customers at more than 130 company-owned retail stores in the Greater Los Angeles area.

To date, AT&T has donated approximately \$700,000 to PADRES to aid in the organization's mission.

**WHO:**

- Actress Eva Longoria Parker, PADRES National Spokeswoman and co-star of ABC's "Desperate Housewives," accepting an over-sized check from AT&T
- Beto Cuevas, Three time Grammy Winner
- PADRES' children and families
- AT&T and PADRES executives

**WHEN:** February 28, 2009  
10 - 11 a.m.

**WHERE:** AT&T Burbank store  
350 N. San Fernando Blvd.  
Burbank, CA 91502

**CONTACT:** To receive media credentials, please contact Katie Keating:  
Phone: 323-762-1855  
Email: [katie.keating@fleishman.com](mailto:katie.keating@fleishman.com)

All media should park in the designated parking zone located on the corner of Magnolia Blvd. and N. San Fernando Blvd.

### **BACKGROUND ON PADRES AND AT&T:**

#### **ABOUT PADRES Contra El Cáncer**

PADRES Contra El Cáncer (PADRES) is an organization committed to improving the quality of life for Latino children with cancer and their families. PADRES programs, activities and services, while primarily oriented to the Latino community, serve childhood cancer patients from ALL races and ethnic origins. No family is turned away. Celebrating over 23 years of service, PADRES brings together children, families, healthcare professionals and community leaders to promote a comprehensive understanding of childhood cancer and other blood disorders as well as effective methods for treatment. Please join our spokespeople Eva Longoria Parker and Fernando Del Rincón in the fight against childhood cancer. To learn more about PADRES, visit [www.IAmHOPE.org](http://www.IAmHOPE.org).

#### **ABOUT AT&T Inc.**

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates, AT&T operating companies, are the providers of AT&T services in the United

States and around the world. Among their offerings are the world's most advanced IP-based business communications services, the nation's fastest 3G network and the best wireless coverage worldwide, and the nation's leading high speed Internet access and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations, and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of their three-screen integration strategy, AT&T operating companies are expanding their TV entertainment offerings. In 2008, AT&T again ranked No. 1 in the telecommunications industry on *FORTUNE*<sup>®</sup> magazine's lists of the World's Most Admired Companies and America's Most Admired Companies. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>.

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